

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D. C. 20231.  
Date: January 3, 2001

Brian M. Berliner



GAU 2162

#4/ Assoc Powo

PATENT  
412342-2

3/01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant:** PETER H.I. KIM  
**Serial No.:** 09/665,482  
**Filed:** September 20, 2000  
**Title:** METHOD AND APPARATUS FOR DELIVERY OF TARGETED ADVERTISING AND CONTENT BASED ON USER INTERACTION WITH ONLINE QUERIES ON A WIDE AREA NETWORK

**Art Unit:** 2162

**Examiner:**

RECEIVED  
JAN 09 2001  
Group 2100

**TRANSMITTAL OF POWER OF ATTORNEY**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

Enclosed is an executed Power of Attorney for filing in the above-identified patent application.

Respectfully submitted,

Brian M. Berliner  
Attorney for Applicant  
Registration No. 34,549

Date: January 3, 2001

**O'MELVENY & MYERS LLP**  
400 So. Hope Street  
Los Angeles, CA 90071-2899  
Telephone: (213) 430-6000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED .

Applicant: PETER H. I. KIM

Serial No.: 09/665,482

Filing Date: September 20, 2000

Title: Method And Apparatus For Delivery Of Targeted Advertising And Content Based  
On User Interaction With Online Queries On A Wide Area Network



JAN 09 2001

Group 2100

Assistant Commissioner for Patents  
Washington, DC 20231

**POWER OF ATTORNEY**

INTERPOLS NETWORK, INC., a corporation of the State of California and assignee of the entire right, title and interest in the above-identified patent application, hereby appoints:

Brian M. Berliner, Reg. No. 34,549;  
Todd E. Fitzsimmons, Reg. No. 44,683  
Dennis R. Gallagher, Reg. No. 42,563;  
Jonathan A. Jaech, Reg. No. 41,091;  
Jimmy M. Shin, Reg. No. 45,103; and  
Jeffrey P. Wall, Reg. No. 38,357

whose address is:

**O'MELVENY & MYERS LLP**  
400 South Hope Street  
Los Angeles, CA 90071-2899  
Telephone: (213) 430-6000  
Attn: Brian M. Berliner

their attorneys to prosecute said application and to transact in connection therewith all business in the U.S. Patent and Trademark Office in connection therewith and before competent International Authorities.

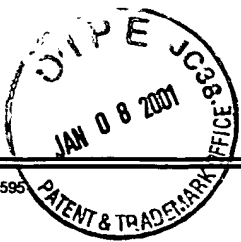
IN ACCORDANCE WITH 37 C.F.R. § 3.73, THE ASSIGNEE HEREBY CERTIFIES THAT THE EVIDENCIARY DOCUMENTS WITH RESPECT TO ITS OWNERSHIP HAVE BEEN REVIEWED AND THAT, TO THE BEST OF THE ASSIGNEE'S KNOWLEDGE AND BELIEF, TITLE IS IN THE ASSIGNEE SEEKING TO TAKE THIS ACTION.

INTERPOLS NETWORK, INC.

Dated: Dec. 21, 2000

By

Peter H. I. Kim  
President



U.S. PATENT AND TRADEMARK OFFICE

Atty Docket: 412342-2

Form PTO-1595  
1-31-92

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

RECORDATION FORM COVER SHEET  
PATENTS ONLY

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

Name of conveying party(ies):

PETER H. I. KIM

Additional name(s) of conveying party(ies) attached?  yes  no

2. Name and address of receiving party(ies):

(2a.)  
Name: INTERPOLIS NETWORK, INC.  
Address: 497 East California Boulevard #323,  
Pasadena, California 91106

RECEIVED

JAN 09 2001

Group 2100

3. Name of Conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

(2b.)

Name \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Additional name(s) & address(es) attached?  yes  no

Execution Date: December 21, 2000

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s) 09/665,482 (filed: 09/20/2000) | B. Patent No.(s)

Additional numbers attached  yes  no

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Brian M. Berliner  
Internal Address: O'MELVENY & MYERS LLP  
  
Street Address: 400 South Hope Street  
City: Los Angeles State: CA ZIP: 90071-2899

6. Total number of applications and patents involved: one

7. Total fee (37 CFR 3.41):.....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 50-0639

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

BRIAN M. BERLINER  
Name of Person Signing

January 3, 2001  
Date

Total number of pages comprising cover sheet, attachments and document: 3

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

## ASSIGNMENT

WHEREAS, PETER H. I. KIM, residing at 497 East California Boulevard #323, Pasadena, California 91106, has made certain new and useful inventions in METHOD AND APPARATUS FOR DELIVERY OF TARGETED ADVERTISING AND CONTENT BASED ON USER INTERACTION WITH ONLINE QUERIES ON A WIDE AREA NETWORK, and has disclosed the same in an application for Letters Patent of the United States therefor, said application was filed with the U.S. Patent and Trademark Office on September 20, 2000, bearing Serial No. 09/665,482; and

WHEREAS, INTERPOLS NETWORK, INC., a corporation organized and existing under the laws of the State of California, having a place of business at 497 East California Boulevard #323, Pasadena, California 91106 (hereafter called the "Assignee") is desirous of acquiring the entire interest in all inventions disclosed in said application;

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable considerations to me paid by said Assignee, the receipt and sufficiency whereof is hereby acknowledged, I do hereby sell, assign, and transfer unto said Assignee, its successors and assigns, the entire right, title and interest throughout the world in and to all said inventions disclosed in said application; and in and to said application, including all priority rights for other countries arising from said application; and in and to all substitutions, provisionals, divisions, and continuations thereof; and in and to all Letters Patent, United States and foreign, that may be granted for said inventions; and in and to all extensions, renewals, and reissues thereof.


And I do hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue any Letters Patent which may be granted on said inventions, on any applications related thereto, and on any substitute, continuing, divisional, or reissue applications, or any of them, to said Assignee, its successors and assigns, as assignee of the entire right, title and interest therein and thereto.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that I have full and unencumbered title to the inventions and application above described and hereby assigned, which title I warrant unto said Assignee, its successors and assigns; that I have granted to others no license to make, use, or sell said inventions; and that I will not execute any instrument in conflict herewith.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that upon request I will execute substitute, continuing, divisional, or reissue applications, amended specifications, or rightful oaths; communicate to said Assignee, its successors and assigns, any facts known to me relating to said inventions or the history thereof; execute preliminary statements; testify in any interference or other legal proceedings involving said inventions; execute and deliver any application papers,

assignments, or other instruments, and do all other acts which, in the opinion of counsel for said Assignee, may be necessary or convenient to secure the grant of Letters Patent to said Assignee, its successors and assigns, or its nominees, in the United States and in all other countries where said Assignee may desire to have the said inventions, or any of them, patented, with specifications and claims in such form as shall be approved by counsel for said Assignee, and to vest and confirm and complete legal and equitable title to all such inventions, applications, and Letters Patent, and to enable it to record said title, without further consideration than now paid but at the expense of said Assignee, its successors or assigns.

SIGNED this 21 day of December, 2000.

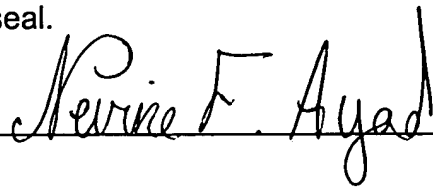
  
Peter H. I. Kim

UNITED STATES OF AMERICA

STATE OF California )  
COUNTY OF Los Angeles ) ss:

On Dec 21, 2000 before me,  
Nevine F. Ayad, Notary Public personally appeared PETER H. I. KIM, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature: 

[Seal]

